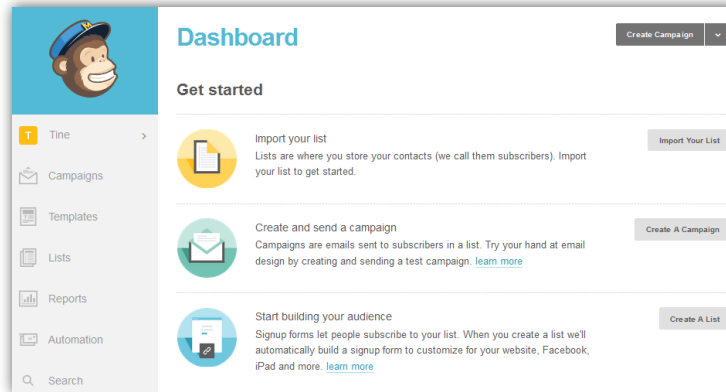# Email for the Masses…

"Tech Tools with Tine" Webinar Series Presents:

MailChimp

Send out flyers, newsletters, announcements like a chimp… or is that CHAMP!!

Tine Walczyk – September 26th, 2014
tine@trainers-r-us.com

Establish an account…

- Signup is simple
- Email verification is sent
- You must confirm your humanity

Quick Start

1. Connect to www.mailchimp.com

2. Create account or login

3. Obtain subscribers

4. Create a campaign

5. Track

Obtain Subscribers

- Subscriber = anyone you send email to using MailChimp
- Subscribers are stored in Lists
- Three ways to add mail recipients to lists:
  - Enter manually
  - Import from a list/connector
  - Distribute a form

Manual Entry of Subscribers

- Create/choose a list
- Select Add Subscriber
- Fill in your email recipient's information
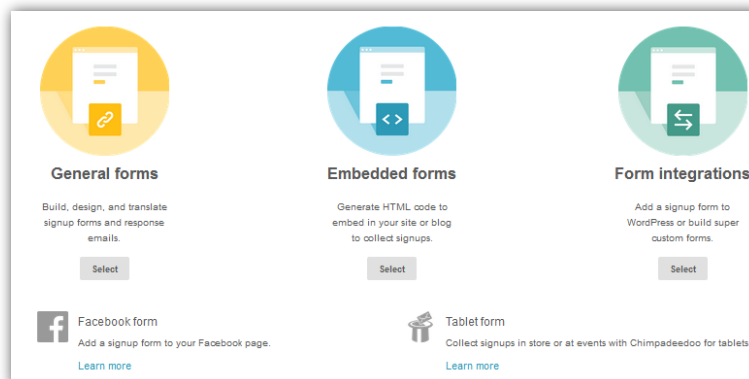- Confirm you have permission to subscribe them
- Click Subscribe

Importing Subscribers

- Create/choose a list
- Select Add Subscriber then Import
- Select source from the list below
- Follow import instructions

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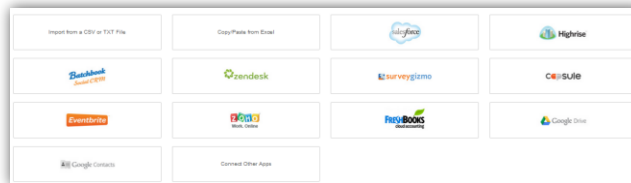
Signup Form for Subscribers

- Choose how you intend to use the form

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Design Form

- Select your fields to include
- Customize the form's message

Master List

click to add a message

Email Address

First Name

Last Name

Subscribe to list

add a field	field settings
Text	
Number	
Radio Buttons	
Check Boxes	
Drop Down	
Date	
Birthday	
Address	
Zip Code (US Only)	
Phone	
Website	
Image	

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Once you have subscribers…

| Stats ⌄ | Manage subscribers ⌄ | Add subscribers ⌄ | Signup forms | Settings ⌄ | Q |

View subscribers

| Segments ⌄ | Subscribed ⌄ | | | | | Export List | Toggle Columns ⌄ |

	Email Address	First Name	Last Name	Untitled	Member Rating	Last Changed	Date Added
☐	tine@trainers-r-us.com	Christne	Walczyk	What Webinar?	★★☆☆☆	9/23/14 1:19PM	9/23/14 1:19PM
☐	stuff@trainers-r-us.com	Extra	Stuff	Not Attending Webinar	★★☆☆☆	9/23/14 1:24PM	9/23/14 1:24PM

- Add them to groups
- Send campaigns to particular segments of list
- Clean your list

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Steps to a Campaign

1. Recipients
2. Setup
3. Template
4. Content
5. Confirm
6. Schedule/Send

Recipients > Setup > Template > Design > Confirm

**Process Buttons are located
at the BOTTOM of the screen**

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Pick your message presentation style

- HTML with Plain-text: for those that don't use HTML
- Plain-Text only
- A/B Split: Send two versions or two groups or two times

Choose a type of campaign to send:

Regular ol' Campaign
Send a lovely HTML email along with a plain-text alternative version. [Select]

Plain-Text Campaign
Send a simple plain-text email with no pictures or formatting. [Select]

A/B Split Campaign
Send to two groups to determine the best subject line, from name, or time/day to send campaigns. [Select]

RSS-Driven Campaign
Send content from an RSS feed to a list. [Select]

- RSS-feed: Send content generated from an RSS feed

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Setup specifics of your campaign

- Name it
- Subject line
- WHO it says its from
- What email address to use
- Tracking information
- Auto-post to Twitter
  or Facebook when done

Templates

- Choose a pre-
  defined layout

- Adjust colors /
  design

- Create your own
  using CSS
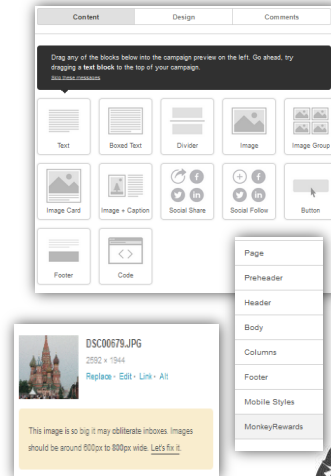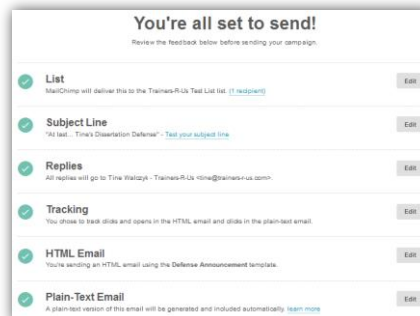
Design (Create Content)

- Your message is created in blocks.
- Drag and drop the blocks to the location of your message.
- Enter in the contents.
- Blocks can be rearranged and sized.
- Parts of the message can be customized.

Confirm
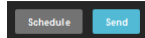
- Once your content is in, MailChimp runs a campaign checker to make sure you haven't missed anything to make you successful.
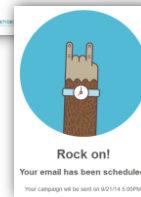
Schedule or Send Now!

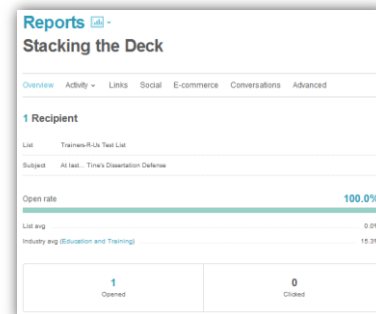- The last step is deciding when to start your campaign.

- Send button is immediate.

- Schedule allows a delay, with extended options for a paid account
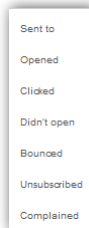
Reporting

- Once your campaign is active, you can track what the recipients do with the message they receive.

- You can track a number of activities.

Three levels of access and cost…

- Entrepreneur (2000 subscribers)
- Growing Business (up to 50,000 subscribers)
- High Volume Sender (more than 50,000)

Subscribers	Messages/Month	Cost
0-2,000	12,000	Free
0-500	Unlimited	$10.00
501-1,000	Unlimited	$15.00
1,001-1,500	Unlimited	$20.00
1,501-2,000	Unlimited	$25.00
For more use the calculator on the site		

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References to Look at

- Example of a library using MailChimp – http://library.carr.org/programs/newsletters.asp

- Library Technology Conference presentation -- http://digitalcommons.macalester.edu/libtech_conf/2012/sessions/65/

- Recent Blog Post on using MailChimp in libraries -- http://libraryeducated.blogspot.com/2014/09/mailchimp-newsletter-and-you.html

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Next week…

Curation Tools with

Pinterest & Tumblr!

Tech Tools with Tine Webinar presented on September 26th 2014.

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